DEREK SOTO

Data Analyst

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Northbrook, IL
LinkedIn

EDUCATION

B.S.
Computer Science
University of Illinois
August 2017 - May 2021
Champaign, IL
GPA: 3.7

RELEVANT COURSES

Intermediate programming
Probability & Statistics
Linear Algebra
Applied Econometrics
Game Theory
Calculus 1-3

SKILLS

Programming: SQL, Python (Pandas, scikit-learn)
A/B testing and experimentation
Modeling: Linear and logistic regressions
Data Visualization: Excel, Google Sheets, Matplotlib, Tableau

CAREER OBJECTIVE

Prospective data analyst who strives to pose and answer questions with quantitative-driven insights. Through development of personal projects and a valuable internship, I have learned the importance of having an iterative, hypothesis-oriented approach to analysis. I am eager to leverage that approach at Acme Corp as a data analyst.

WORK EXPERIENCE

Market Insights Intern

Barilla
May 2020 - May 2021 Northbrook, IL

- Worked with 4 interns to conduct attitude study, which led current buyers to purchase products 13% more frequently
- Built data visualizations using SQL and Tableau for business KPIs that reduced manual reporting by 9 hours weekly
- Received, cleaned, and prepped data from client using Python, SQL, and Excel to help data scientists build marketing mix models that lifted ROI by 4 basis points
- Created calculator with Excel and SQL for a client to help prioritize a project roadmap by changing inputs like customer LTV, conversion rate, and organic traffic
- Collaborated with and garnered feedback from product managers and analysts, and documented user data
- Determined strategic marketing opportunity for client through analysis, delineating savings of $12K in annual campaign budget
- Contributed to reports on product development and design

PROJECTS

Entertainment Engine

- Built enhanced entertainment recommendation using k-nearest-neighbors in scikit-learn after aggregating data from Rotten Tomatoes.
- Built visualizations in Tableau to show how ratings changed over time and how model was performing
- Saved 15+ minutes on entertainment selections relative to previous methodology

Winning Fantasy Football

- Compiled and prepped 7 years of NFL fantasy football projection data from 5 independent sources in MySQL database, wining 73% more games
- Created a random forest model in scikit-learn that combined the disparate sources into one projection that outperformed the mean absolute error of the next best projection by 19%